

FIG. 1

MULTI-SENSORY FIXED-FLUID ANALYSIS

	<u>Fixed</u>	<u>Fluid</u>
Verbal Elements		
Names		
Brand name	—	—
Form Name	—	—
Version Names	—	—
Benefits		
Strategic Brand Benefit	—	—
Variant Benefits	—	—
Other	—	—
Any key identity phrases	—	—
Brand story (legend & lore)	—	—
Visual elements		
Color Palette	—	—
Graphics/iconography	—	—
Key Imagery	—	—
Audio elements		
Musical Identity	—	—
Voice quality	—	—
Tactile elements		
Package shape	—	—
Package material	—	—
In-store display structures	—	—
Product textures	—	—
Experiential Elements		
Product usage experience	—	—
Product choice/versioning	—	—
Web experience	—	—
In-store experience	—	—
In-store themes	—	—
Distribution points	—	—
Physical Elements		
Product category	—	—
Product technology	—	—
current	—	—
future	—	—
Numerical Elements		
Pricing	—	—
Sizing	—	—
Interpersonal/Emotional Elements		
Primary target consumer	—	—
Secondary target consumer	—	—
Product use social context	—	—

200

FIG. 2

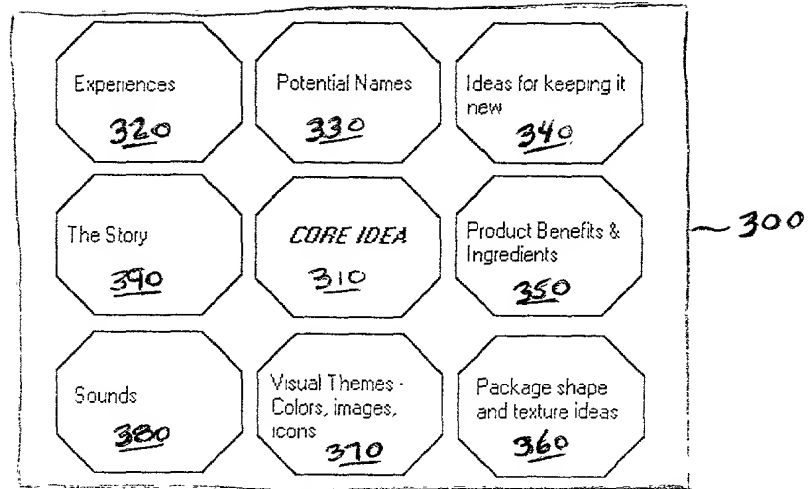


FIG. 3